

**In the Claims:**

1. (previously presented) A label manufacturing system comprising:
  - a web of a substrate that moves along a first direction; and
  - a dispensing system comprising:
    - a planar area that moves parallel to said first direction and below said web, wherein said web moves substantially independently of said planar area and said web lies upon said planar area; and
    - an applicator that places a label upon a portion of said web that lies above said planar area.
2. (original) The label manufacturing system of claim 1, further comprising a pressing apparatus that presses said label onto said portion of said web so as to attach said label to said portion of said web.
3. (previously presented) A label manufacturing system comprising:
  - a web of a substrate that moves along a first direction; and
  - a dispensing system comprising:
    - a planar area that moves parallel to said first direction and below said web, wherein said web moves substantially independently of said planar area;
    - an applicator that places a label upon a portion of said web that lies above said planar area; and

wherein said dispensing system comprises a moving conveyor belt that defines said planar area.

4. (original) The label manufacturing system of claim 2, wherein said dispensing system comprises a moving conveyor belt that defines said planar area.

5. (original) The label manufacturing system of claim 2, wherein said web and said planar area move at substantially the same speed while said label is being pressed by said pressing apparatus onto said portion of said web.

6. (original) The label manufacturing system of claim 3, wherein said web and said conveyor belt move at substantially the same speed while said label is being pressed by said pressing apparatus onto said portion of said web

7. (original) The label manufacturing system of claim 2, wherein said pressing apparatus comprises a roller that presses said label unto said portion of said web.

8. (original) The label manufacturing system of claim 7, wherein said pressing apparatus comprises a second roller that lies opposed to said first roller, and said web and said planar portion lie between said first and second rollers.

9. (original) The label manufacturing system of claim 1, wherein said label comprises a security element.

10. (original) The label manufacturing system of claim 9, wherein said security element comprises a magnetically soft material.

11. (original) The label manufacturing system of claim 9, wherein said security element comprises a magnetic material.

12. (original) The label manufacturing system of claim 9, wherein said security element comprises an electromagnetically operating oscillating circuit.

13. (original) The label manufacturing system of claim 9, wherein said label comprises:

an adhesive layer that comprises a first surface that adhesively engages said security element and a second surface that adhesively engages said portion of said web.

14. (original) The label manufacturing system of claim 13, wherein said label is attached to a second web prior to being placed on said portion of said web.

15. (original) The label manufacturing system of claim 14, wherein said dispensing system further comprises a peeler plate that separates said second web from said label.

16. (original) The label manufacturing system of claim 1, wherein said label comprises indicia.

17. (original) The label manufacturing system of claim 16, wherein said indicia comprises alphanumerics.

18. (original) The label manufacturing system of claim 16, wherein said indicia comprises a bar code.

19. (original) The label manufacturing system of claim 16, wherein said label comprises:

an adhesive layer that adhesively engages said portion of said web.

20. (original) The label manufacturing system of claim 19, wherein said label is attached to a second web prior to being placed on said portion of said web.

21. (original) The label manufacturing system of claim 20, wherein said dispensing system further comprises a peeler plate that separates said second web from said label.

22. (currently amended) A label manufacturing system comprising:  
a web of a substrate that moves along a first direction; and

a dispensing system comprising:

a planar area that moves parallel to said first direction and below said web,

wherein said web moves substantially independently of said planar area and said web lies upon  
said planar area;

an applicator that places a label upon a portion of said web that lies above said  
planar area; and

~~The label manufacturing system of claim 1, wherein said dispensing system~~  
further comprises a second applicator that places a second label upon said label placed on said  
portion of said web that lies above said planar area.

23. (original) The label manufacturing system of claim 22, wherein said dispensing  
system further comprises a pressing apparatus that presses said second label onto said label  
located on said portion of said web so as to attach said second label to said label.

24. (original) The label manufacturing system of claim 22, wherein said dispensing  
system comprises a moving conveyor belt that defines said planar area.

25. (original) The label manufacturing system of claim 23, wherein said web and said  
planar area move at substantially the same speed while said second label is being pressed by said  
pressing apparatus onto said label located on said portion of said web.

26. (original) The label manufacturing system of claim 22, wherein said label comprises a security element.

27. (original) The label manufacturing system of claim 26, wherein said security element comprises a magnetically soft material.

28. (original) The label manufacturing system of claim 26, wherein said security element comprises a magnetic material.

29. (original) The label manufacturing system of claim 26, wherein said security element comprises an electromagnetically operating oscillating circuit.

30. (original) The label manufacturing system of claim 26, wherein said second label comprises indicia.

31. (original) The label manufacturing system of claim 30, wherein said indicia comprises alphanumerics.

32. (original) The label manufacturing system of claim 30, wherein said indicia comprises a bar code.

33. (previously presented) A label manufacturing system comprising:

a web of a substrate that moves along a first direction; and

a dispensing system comprising:

    a planar area that moves parallel to said first direction and below said web,

wherein said web moves substantially independently of said planar area and said web lies upon said planar area; and

    an applicator that places a label upon a portion of said web that lies above said planar area, wherein said applicator places a second label upon a second portion of said web simultaneously with the placement of said label upon said portion of said web that lies above said planar area.

34. (previously presented) A process for manufacturing a label comprising:

moving a web of a substrate along a first direction;

moving a planar area parallel to said first direction and below said web, wherein said web lies upon said planar area and said moving of said web is performed substantially independently of said moving said planar area; and

placing a label upon a portion of said web that lies above said planar area.

35. (original) The process of claim 34, further comprising pressing said label onto said portion of said web so as to attach said label to said portion of said web.

36. (currently amended) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web, wherein said web  
lies upon said planar area and said moving of said web is performed substantially independently  
of said moving said planar area;  
placing a label upon a portion of said web that lies above said planar area;  
pressing said label onto said portion of said web so as to attach said label to said portion  
of said web; and

~~The process of claim 35, comprising~~ controlling the linear speed of said web along said first direction relative to the linear speed of said planar portion parallel to said first direction so as to diminish the risk that said web becomes skewed during said pressing.

37. (original) The process of claim 35, wherein said web and said planar area move at the substantially the same speed during said pressing.

38. (original) The process of claim 36, wherein said web and said planar area move at the substantially the same speed during said pressing.

39. (original) The process of claim 34, wherein said label comprises a security element.

40. (currently amended) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web, wherein said web  
lies upon said planar area and said moving of said web is performed substantially independently  
of said moving said planar area;  
placing a label upon a portion of said web that lies above said planar area; and  
~~The process of claim 34, further comprising~~ attaching said label to a second web prior to  
said placing.

41. (original) The process of claim 40, further comprising separating said second web  
from said label.

42. (original) The process of claim 34, wherein said label comprises indicia.

43. (previously presented) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web, wherein  
said moving of said web is performed substantially independently of said moving said planar  
area;  
placing a label comprising a label upon a portion of said web that lies above said  
planar area; and  
attaching said label to a second web prior to said placing.

44. (original) The process of claim 43, further comprising separating said second web from said label.

45. (currently amended) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web, wherein said web  
lies upon said planar area and said moving of said web is performed substantially independently  
of said moving said planar area;  
placing a label upon a portion of said web that lies above said planar area; and  
The process of claim 34, further comprising placing a second label upon said label placed on said portion of said web that lies above said planar area.

46. (original) The process of claim 45, further comprising pressing said second label onto said label located on said portion of said web so as to attach said second label to said label.

47. (original) The process of claim 46, comprising controlling the linear speed of said web along said first direction relative to the linear speed of said planar portion parallel to said first direction so as to diminish the risk that said web becomes skewed during said pressing.

48. (original) The process of claim 46, wherein said web and said planar area move at the substantially the same speed during said pressing.

49. (original) The process of claim 47, wherein said web and said planar area move at the substantially the same speed during said pressing.

50. (original) The process of claim 45, wherein said label comprises a security element.

51. (original) The process of claim 50, wherein said second label comprises indicia.

52. (previously presented) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
moving a planar area parallel to said first direction and below said web, wherein said moving of said web is performed substantially independently of said moving said planar area;

placing a label upon a portion of said web that lies above said planar area; and  
placing a second label upon a second portion of said web simultaneously with said placing of said label upon said portion of said web that lies above said planar area.

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Claims 53-55 (canceled)

56. (previously presented) The process of claim 65, wherein said controlling of said linear speed of said web is relative to the linear speed of said planar portion parallel to said first direction.

57. (original) The process of claim 56, wherein said web and said planar area move at the substantially the same speed during said pressing.

58. (previously presented) The process of claim 65, wherein said label comprises a security element.

59. (previously presented) The process of claim 65, wherein said label comprises indicia.

60. (previously presented) The process of claim 65, further comprising placing a second label upon said label.

61. (original) The process of claim 60, further comprising pressing said second label onto said label located on said portion of said web so as to attach said second label to said label.

62. (original) The process of claim 60, wherein said label comprises a security element.

63. (original) The process of claim 62, wherein said second label comprises indicia.

64. (previously presented) The process of claim 65, further comprising placing a second label upon a second portion of said web simultaneously with said placing of said label upon said portion of said web.

65. (previously presented) A process for manufacturing a label comprising:  
moving a web of a substrate along a first direction;  
placing a label upon a portion of said web;  
pressing said label onto said portion of said web so as to attach said label to said portion of said web; and  
diminishing skewing of said portion of said web during said pressing, wherein said diminishing comprises:  
controlling the linear speed of said web along said first direction; and  
moving a planar portion parallel to said first direction; and  
wherein said web moves substantially independently of said planar area during said diminishing skewing.